

Core competencies – Short courses for industry professionals

SPA INDUSTRY

Finance

- ✓ *Spa Yield & Revenue Management*
- ✓ *Financial Accounting in spas*
- ✓ *Managerial Accounting in spas*
- ✓ *Inventory management in spas*
- ✓ *Technology and software*
- ✓ *Spa Risk management including insurance and various liabilities (property, guest, treatment)*

Marketing & PR

- ✓ *Spa Public Relations, Marketing, Promotion*
- ✓ *Social Media and Internet Strategy*
- ✓ *Marketing plan including advertising plan*
- ✓ *Spa Retail Management, Merchandising, & Sales*
- ✓ *Shop communications*
- ✓ *Effective selling*

Operational Excellence

- ✓ *Sustainable Development in spas*
- ✓ *Handling complaints*
- ✓ *SOP's policies, routines and checklists in spas*
- ✓ *Spa Menu planning*
- ✓ *Spa Product knowledge and selection*
- ✓ *Spa Service Quality Management & Excellence*
- ✓ *Spa Sanitation & Safety*

HR

- ✓ *Spa Human Resources including payroll, recruitment, termination*
- ✓ *Spa employee induction*
- ✓ *Staff Management and development including performance appraisals, training methods and career paths*
- ✓ *Employee manual*
- ✓ *Nutrition & Spa Cuisine*

SPA MANAGEMENT LEADERSHIP

- ✓ *Strategic Business Management and planning*
- ✓ *Developing Business Leadership Skills*
- ✓ *Time & Priority Management*

- ✓ *Effective communication in spas*
- ✓ *Group dynamic and conflict handling in spas*
- ✓ *Effective communication*

EXAM

- ✓ Marketing plan
- ✓ Business plan
- ✓ Profit & Loss statement
- ✓ Personal development plan